

POP. MECH. 2/80

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

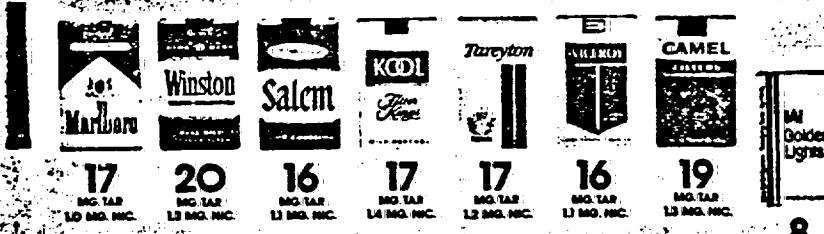
Source comparative 'tar' and nicotine figures: FTC Report May 1978: Of All
Brands Sold: Lowest tar: 0.5 mg. 'tar,' 0.05 mg. nicotine av. per cigarette.
Golden Lights: 8 mg. 'tar,' 0.7 mg. nicotine av. per cigarette by FTC Method.



Golden Lights taste astonishes first-time users.

Unbelievable taste from a low tar surprises smokers.
Many switch to Golden Lights after trying just one pack.

1005052463



Golden Lights:
The taste high tar smokers
want in a low tar.
(Regular & Menthol)